

Appln. No. Serial No. 09/876,666

Amdt. Dated 2/6/07

Amendment and Response in Appln, Reply to Office Action of 10/6/06

Page 13 of 14

RECEIVED
CENTRAL FAX CENTER
FEB 08 2007

REMARKS

The foregoing amendment amends Claims 15, 22 and 23 and cancels Claim 18 so that Claims 1-17 and 18-38 are pending in the application with Claims 1-14 and 24-38 being withdrawn.

Claims 15-17 and 19-23 Are Patentable over the Cited References

The Examiner rejected Claims 15-17, 22 and 23 under 35 U.S.C. 102(e) as anticipated by U.S. Patent No. 6,266,649 to Linden et al. ("Linden"), rejected Claim 18 under 35 U.S.C. 103(a) as being obvious over Linden in view of U.S. Patent No. 5,937,397 to Callaghan ("Callaghan"), and rejected Claims 19-21 under 35 U.S.C. 103(a) as being obvious over Linden in view of U.S. Patent Application Publication No. 2003/0191742 to Yonezawa et al. ("Yonezawa").

In maintaining the rejection of Claim 18, which recited that the advertisement information, the additional information and the target information are specified by the advertisement sponsor, the Examiner alleged that the claim did not recite that the target information is specified by the same advertisement sponsor as the advertisement information. The foregoing amendment to Claim 15 clarifies this aspect of the invention, which is described in detail in the specification. *See e.g.* Figs. 16 and 18 and accompanying text. Claim 15 now recites that the target information is specified in advance by an advertisement sponsor and that the advertisement information is associated with additional information of the same advertisement sponsor. For example, a user who is accessing target information, such as a web page showing an item selected by the user, is provided with advertisement information, such as web pages of items related to the selected item. The target information is specified by the advertisement sponsor and the advertisement information is additional information of the same advertisement sponsor.

Claim 15 recites a method in which the appropriate advertisement information of the advertisement sponsor is provided to the user according to the access log of each user, so that the additional information acquisition count for the advertisement sponsor is increased, even when the advertisement viewing count is the same since the advertisement information is

Appln. No. Serial No. 09/876,666

Amdt. Dated 2/6/07

Amendment and Response in Appln, Reply to Office Action of 10/6/06

Page 14 of 14

RECEIVED
CENTRAL FAX CENTER

FEB 06 2007

effectively provided to those users who are more likely to acquire the additional information than others. *See e.g.* specification page 40, lines 1-3 and page 44, lines 23-34.

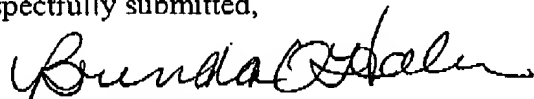
As argued in the previous response, Callaghan only describes a business sponsored web page which provides a list of recommended web pages. Callaghan does not describe providing a sponsored advertisement to the user who is accessing target information which is specified by the same advertisement sponsor, as required by Claim 15.

The foregoing amendment amends Claims 22 and 23 in a manner similar to Claim 15 so that these claims are also patentable over Linden and Callaghan. Claims 16, 17, and 19-21 depend from Claim 15 and are patentable over the cited references for at least the same reasons as Claim 15.

CONCLUSION

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. No fees are believed due, other than the extension of time fee. However, the Commissioner is hereby authorized to charge any deficiency or credit any overpayment to Deposit Account 11-0855. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



By: Brenda O. Holmes
Reg. No. 40,339

KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta, Georgia 30309-4530
Telephone: (404) 815-6500
Facsimile: (404) 815-6555
Our Docket: 44471/259522